

REMARKS

**Status of Claims:**

Claims 1-41 remain for examination.

**Prior Art Rejection:**

Claims 1-3, 5, 6, 8-10, 12-19, 22-27, 29-38 and 41 stand rejected under 35 U.S.C. § 102(b) as anticipated by Goldhaber. Further, claims 4, 7, 11, 20-21, 28 and 39-40 stand rejected under 35 U.S.C. § 103(a) as obvious over Goldhaber. Further, the Examiner takes official notice that banner ads and rewarding by discounting an internet connection fee were well known at the time of the instant invention.

The Examiner's rejections as well as the official notice taken under MPEP 2144,03 are respectfully traversed. In connection with the taking of official notice, applicant requests that the Examiner provide a reference teaching the subject matter of which notice is taken in the context of applicant's claimed invention.

Applicant's invention, as recited for example in applicant's claim 1, is directed toward an awarding method which corresponds to an object which is selected on a web page. The method includes designating a predetermined object to each of a plurality of web pages having respective URLs; causing a server to detect that a user of a user terminal unit has selected the object on one of the plurality of web pages having respective URLs; causing a server to detect that a user of a user terminal unit has selected the object on one of the plurality of web pages having respective URLs; recording an event log correlating an identifier of the user, an identifier of the selected object, and an event that the object has been selected, when the server detects that the user of the user terminal unit has selected the object; determining whether or not the number of objects recorded in the event log exceeds a first predetermined value; and performing a rewarding process to reward the user when the determined results of the step (d) is yes.

In order to better differentiate applicant's invention from the applied prior art, applicant has amended paragraphs (c) and (d) as follows:

(c) recording an event log correlating an identifier of the user, an identifier of the selected object, date of selection and an event that the object has been selected, when the server detects that the user of the user terminal unit has selected the object;

(d) determining whether or not the number of objects recorded in the event log exceeds a first predetermined value within a predetermined time period; and

As may be seen from applicant's Fig. 2, the event log reads not only the event that a key word (key word A, for example) was selected by the user, but also records the date and time on which the selection was made. The selection of a key word within a predetermined time period (as, for example, one month) results in accumulation of a certain number of points for every key word selected. Key words which were selected outside of the predetermined time do not count in the point accumulation and thus do not count in the reward process. See, for example, applicant's specification page 21, lines 1-19. In contrast, Goldhaber presents awards immediately upon the user clicking on the "CyberCoin" and after the user has reviewed the advertisement and answered any questions or other information required by the advertiser. As stated in Goldhaber:

Upon successful completion of this process, an amount of digital currency may be deposited into the consumer's digital cash repository 126, or alternatively, the consumer's account may be credited and the advertiser's account debited by financial clearing house computer 108. (Col. 16, line 12—16).

Goldhaber provides no teaching of applicant's specifically recited event log which includes not only the identifier of the user and the identifier of the selected object but also the date of selection. Moreover, Goldhaber does not provide any teaching of determining whether or not the number of objects recorded in the event log exceeds a predetermined value within a predetermined time period. As such, Goldhaber cannot be utilized as a § 102 rejection for anticipating applicant's claims. Indeed, in order for reference to be utilized as an anticipatory reference under 35 U.S.C. § 102(b), the reference must disclose each and every

claim limitation. This is certainly not the case here and, thus, the § 102 rejection must be withdrawn.

Likewise, the § 103 rejection must be withdrawn since the Patent and Trademark Office has not made out a *prima facie* case of obviousness under the provisions of 35 U.S.C. § 103.

Applicant's sole remaining independent claim 25 has been amended in a manner similar to claim 1 as discussed above and is thus likewise deemed patentable over the prior art.

Applicant's dependent claims are deemed to be patentable at least for the reasons indicated above with regard to the independent claims from which they depend.

**Conclusion:**

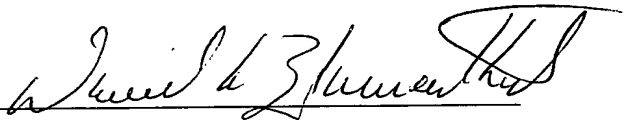
Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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By 

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